## WHAT IS CLAIMED IS:

on first and second originals each having a main scan direction and a sub-scan direction and forming copy images of the scanning images on an obverse side and a reverse side of an image formation medium, the apparatus comprising:

setting means for setting directions of scanning of the first and segond originals;

first scanning means for scanning the first original conveyed in the direction of scanning of the original set by the setting means;

first recording means for recording image data of the first original scanning by the first scanning means;

first reading means for reading out the image data of the first original recorded in the first recording means without rotating the image data;

first image forming means for forming the image data of the first original reading by the first reading means on the obverse side of the image formation medium;

second scanning means for scanning the second criginal conveyed in the direction of scanning of the original set by the setting means;

second recording means for recording image data of the second original read by the second scanning means;

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data of the second original recorded in the second recording means without rotating the image data or by rotating the image data over 180° in accordance with the setting by the setting means; and

second image forming means for forming the image data of the second original reading by the second reading means on the reverse side of the image formation medium.

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2. An image forming apparatus according to claim 1, wherein said directions of the first and second originals set by the setting means are a portrait of a horizontally positioned original, a landscape of a vertically positioned original, and a portrait of a vertically positioned original.

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3. An image forming apparatus according to claim 1, wherein said directions of the first and second originals set by the setting means are a portrait of a horizontally positioned original, a landscape of a vertically positioned original, and a portrait of a vertically positioned original, and

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where the directions of reading of the first and second originals are the portrait of the horizontally positioned original or the landscape of the vertically positioned original, the second reading means reading

the image data by rotating the image data over 180° and where the directions of scanning of the first and second originals are the landscape of the horizontally positioned original or the portrait of the vertically positioned original, the second reading means reading the image data without rotating the image data.

4. An image forming apparatus according to claim 1, wherein said first recording means recording the image data of the first original scanning by the first scanning means by subjecting the image data to a mirror-image conversion, and said second recording means recording the image data of the second original scanning by the second scanning means by subjecting the image data to a mirror-image conversion.

5. An image forming apparatus for scanning images on first and second originals each having a main scan direction and a sub-scan direction and forming copy images of the scanning images on an obverse side and a reverse side of an image formation medium, the apparatus comprising:

first setting means for setting directions of scanning of the first and second originals;

second setting means for setting a binding margin;

first scanning means for scanning the first original conveyed in the direction of scanning of the original set by the first setting means;

first reading means for recording image data of

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the first original scanning by the first scanning means;

first reading means for reading out the image data of the first original recorded in the first recording means without rotating the image data and by providing the binding margin set by the second setting means;

first image forming means for forming the image data of the first original reading by the first reading means on the obverse side of the image formation medium;

second scanning means for scanning the second original conveyed in the direction of scanning of the original set by the setting means;

second recording means for recording image data of the second original read by the second scanning means;

second reading means for reading out the image data of the second original recorded in the second recording means without rotating the image data (and by providing the binding margin set by the second setting means) or by rotating the image data over 180° (and providing the binding margin set by the second setting means, in accordance with the setting by the setting means; and

second image forming means for forming the image data of the second original reading by the second reading means on the reverse side of the image formation medium.

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claim 5, wherein said directions of the first and second originals set by the setting means are a portrait of a horizontally positioned original, a landscape of a vertically positioned original, a landscape of a horizontally positioned original, and a portrait of a vertically positioned original.

7. An image forming apparatus according to claim 5, wherein said directions of the first and second originals set by the setting means are a portrait of a horizontally positioned original, a landscape of a vertically positioned original, and a portrait of a vertically positioned original, and a portrait of a vertically positioned original, and

where the directions of scanning of the first and second originals are the portrait of the horizontally positioned original or the landscape of the vertically positioned original, the second reading means reading the image data by rotating the image data over 180°, and where the directions of scanning of the first and second originals are the landscape of the horizontally positioned original or the portrait of the vertically positioned original, the second reading means reading the image data without rotating the image data.

8. An image forming apparatus according to claim 5, wherein said first recording means recording the image data of the first original scanning by the

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a mirror-image conversion, and said second recording means recording the image data of the second original scanning by the second scanning means by subjecting the image data to a mirror-image conversion.